WINNIPEG
CORE AREA
INITIATIVE

PROPOSED

Canada-Manitoba-Winnipeg
Tripartite Agreement
1986 - 1991

86-05936/

THE WINNIPEG CORE AREA INITIATIVE — AN OVERVIEW

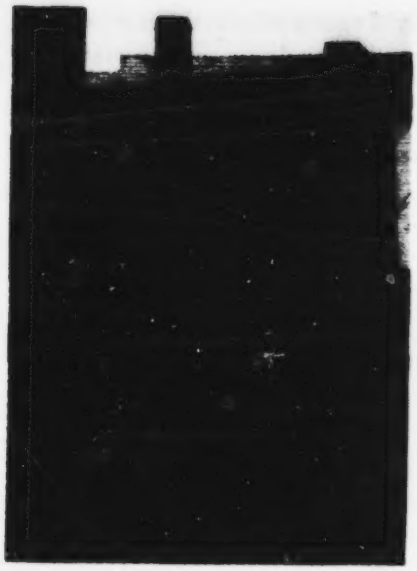
Winnipeg's Core Area covers approximately 10 square miles in the heart of the city, and contains about one-fifth of the city's population and one-quarter of its dwelling units. Historically, the Core Area has been a focal point for economic and social activity and a gateway to the western provinces. While it contains major strengths and opportunities for economic and social activity, rapid suburban growth of the past 35 years has resulted in social, economic and physical deterioration in the inner city.

Winnipeg's Core Area is significantly different from the rest of the city in terms of demographic composition, the quality of the physical environment, and the employment and investment activities.

Population Trends

Since 1941, the Core Area has progressively lost population, with a decline of 25 percent reported over the decade 1971-81. With this trend, the proportion of single parents and older people increased, while the percentage of two-parent family households with children has decreased.

In recent years, a large number of aboriginal Canadians and ethnic migrants have settled in the Core Area, where there is access to social services and relatively low-cost housing. Many of these individuals lack the education and skills to compete for employment, and often experience difficulties in establishing themselves in an environment where values and business conditions differ from those of their communities of origin. Overall, the incidence of poverty in the Core Area is two and one-half times greater than the rest of the city and, without action, the disparities will increase since these high needs groups have limited opportunity to realize their full socio-economic potential.



Physical Environment

The physical environment of a large part of the Core Area is characterized by neighbourhood decline, poor quality housing stock and deteriorated commercial buildings. The 1981 census indicated some 12,300, or 30 percent, of the houses in the Core were in need of repair, and over 12,000 households reported affordability problems.

The city centre contains a large number of turn-of-the-century commercial and warehouse buildings, built when Winnipeg played a dynamic role in the development of the West. Much of the space in these buildings is underutilized; it is estimated that 1.5 million square feet of space in about 50 heritage buildings is currently available for redevelopment. In addition, the 80-acre Canadian National Railway East Yards occupies a prominent and strategic site within Winnipeg's downtown and lies mainly unused.

Decline has also been noted in several key commercial sites surrounding the downtown area. These sites once served as vital local service centres for adjacent neighbourhoods, but Winnipeg's suburban growth and population shifts considerably decreased their commercial value.

Economic Activity

Growth away from the city centre has led to the development of a number of industrial subdivisions and large shopping centres in the suburbs. This activity has adversely affected the Core Area's traditional business sections, particularly the light manufacturing and service industries. This ongoing out-migration of investment capital effectively reduces employment opportunities for inner city residents. Without a stable wage-earning population, the opportunities for subsequent capital investment is further limited.

While employment creation for the City of Winnipeg as a whole increased by 30 percent during the decade 1971-81, employment in the Core Area was relatively static. The 1981 statistics reveal that the Core Area labour force was one and two thirds times more likely than the general labour force to experience unemployment, and the Core Area labour force is significantly under-represented in managerial, teaching, clerical and sales occupations.

Origin of the Winnipeg Core Area Initiative

During the 1960's and 1970's, it became obvious that Winnipeg's inner city needed a comprehensive revitalization to relieve economic, physical and social disparities that had developed in post-war years. On May 29, 1980, representatives of Canada, Manitoba and Winnipeg met and agreed to co-operate in the preparation of a common development strategy — the Winnipeg Core Area Initiative — to plan, implement and co-ordinate programs and projects to revitalize the area and improve economic opportunities for its residents.

After extensive public and inter-governmental consultation, the three levels of government each agreed in 1981 to contribute one-third of the cost of a five-year, $96 million package of programs designed to arrest physical decline and improve job opportunities and living standards for Core Area residents.

Given the large scale and complexity of the inner city's redevelopment needs, it is unreasonable to expect that the problems which gave rise to the Agreement would be remedied by a five-year public initiative. However, a significant degree of success has been achieved in meeting the stated objectives.

Employment and training programs have been implemented aggressively and several innovative approaches to training have been undertaken. More than 100 private sector employers have worked with the Core Area Training and Employment Agency to develop both training and employment opportunities. Major developments in strategic areas, including the North of Portage redevelopment, the Logan Industrial Area, Chinatown and The Exchange District, are creating new jobs for Core Area residents. This job-creation activity is facilitated by training, placement and related special service support.

Substantial community-level participation has occurred through a number of interrelated programs. The Neighbourhood Main Streets Program provided the impetus for store owners in key neighbourhood areas to reinvest in their operations and to work with community organizations to create long-term development strategies. To date, nearly $30 million in public and private capital investment has been generated in these key neighbourhoods, which include Chinatown (King Street), Provencher Boulevard in St. Boniface, Selkirk Avenue in the North End, Main Street between Bannatyne and Selkirk Avenues, and Osborne Street in Fort Rouge.

The capital and programming infrastructure created under the Community Improvement, Community Facilities, Community Services and Education Development Programs has allowed local organizations to plan and implement a range of activities to support neighbourhood and community development.

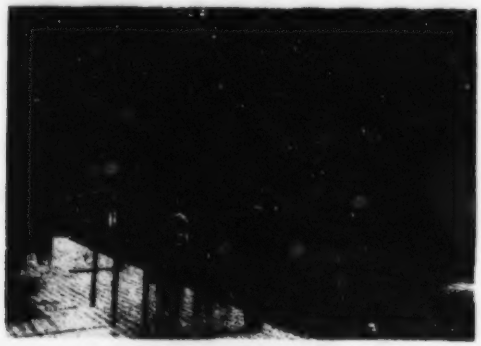
Many components of the Housing Program exceeded their initial targets. Significant progress was made in providing affordable non-profit and co-operative housing for lower and moderate income households. More than 460 residential units were constructed or renovated within the Core Area and an additional 240 private market housing units were developed. The activity provided a much-needed residential base for several selected neighbourhoods and saw the injection of a total of $34 million into Winnipeg's inner city. Home repair activity resulted in the renovation of more than 3,600 inner city housing units.

The Historic Winnipeg Program, aimed at the redevelopment and revitalization of historically-significant buildings in The Exchange District, attracted investments by 26 building owners and 13 tenants. This represents about 20 percent of the potential building space available for revitalization. Initial private sector investment will reach $13 million in the historic area when all planned projects proceed, thereby substantially expanding commercial, cultural and residential opportunities in the downtown area.

Overall, the 1981-86 Agreement served as a focal point for a broad range of development. By spring of 1986, nearly $80 million in private sector investment was levered, and an additional $170 million in complementary public funds were focussed in this area. In addition, the first phase of the North Portage redevelopment will lever more than $130 million in capital investment through public-private partnerships with major Canadian commercial and residential developers.

The Winnipeg Core Area Initiative has created a new level of consciousness and confidence within the inner city. Its innovative, comprehensive and ambitious approach has captured the energy and optimism of Winnipeggers. Inner city residents, members of the business community, and the public at large are becoming aware of the strengths of the city centre and its surrounding neighbourhoods.

A significant number of opportunities exist to build upon the accomplishments and strengths of the 1981-86 Agreement. A refocussed Initiative can exploit the current momentum and the emerging opportunities in the Core Area, especially in areas such as residential, business and commercial development, training, and neighbourhood revitalization.



Public Response

Public hearings were held in September 1985 to gauge the reaction of Winnipeggers to the continuation of efforts to revitalize Winnipeg's Core Area. Over 100 written and oral submissions were presented, all supportive of Initiative programs. A study conducted by the Initiative's Public Information Program showed the Initiative received strong support from a wide cross section of the population.

The comments and observations aired at the public hearings were incorporated into the proposed programming so that this unique and multi-faceted approach to urban revitalization can be continued.

The overall goal of the renewed Core Area Agreement is to increase the vibrancy and vitality of the city centre and surrounding neighbourhoods. This is to be achieved by a strategy which expands the commercial, business, recreation, cultural and support service activities of the general area, and by facilitating revitalization of key inner city neighbourhoods. The strategy has three integrated objectives:

- to stimulate investment, employment and economic growth;
- to support the physical, economic and social revitalization of inner city neighbourhoods, including the provision of special employment opportunities; and
- to maximize the impact of physical and social investment on Core Area revitalization through the provision of strong central co-ordination.

STRATEGY

Administration and Management

As in the 1981-86 Agreement, overall management and direction of the renewed Agreement lies with the Policy Committee. The Policy Committee consists of a principal Federal Minister, a principal Provincial Minister, and the Mayor of Winnipeg.

The Policy Committee issues policy guidelines and directions to a tri-level Management Board.

The staff of the Core Area Initiative Office, under the direction of the General Manager, will provide overall liaison and co-ordination of projects under the Agreement, consultation with individuals, organizations, private investors, and public agencies concerning the planning, implementation, funding and evaluation of the projects.

Implementation

The Tripartite Agreement is effective as of April 1, 1986 and will expire on March 31, 1991.

Each member of the Agreement will contribute one-third of the total budget of $100 million over five years. In addition, Canada and Manitoba will provide a minimum of $32 million in complementary funding over the five-year period.

Sectors and Programs

Each of the major objectives of the Core Area Agreement will be pursued through a set of integrated programs, grouped into three sectors:

Sector I: Entrepreneurial and Strategic Site Development

Sector II: Neighbourhood and Community Revitalization

Sector III: Management and Co-ordination

Each sector is further broken down into individual programs with specific objectives. Sectors I and II describe the major programs through which the Core Area revitalization strategy will be implemented. Sector III covers the establishment and operation of the Core Area Initiative Office, which will ensure the effective focussing and co-ordination of all programs.

ENTREPRENEURIAL AND STRATEGIC SITE DEVELOPMENT

A range of assistance and incentive programs to expand the commercial and industrial opportunities in the Core Area will be developed under this sector. The programs are designed to build on the strengths of the business community identified and developed under the 1981-86 Agreement. Manufacturing and service industries with the potential for growth will be targetted, and assistance will be provided to entrepreneurs in the inner city.

PROGRAM 1: Industrial and Entrepreneurial Support

The objective of this program is to increase employment opportunities through support to industrial enterprises and new entrepreneurial ventures compatible with the inner city environment.

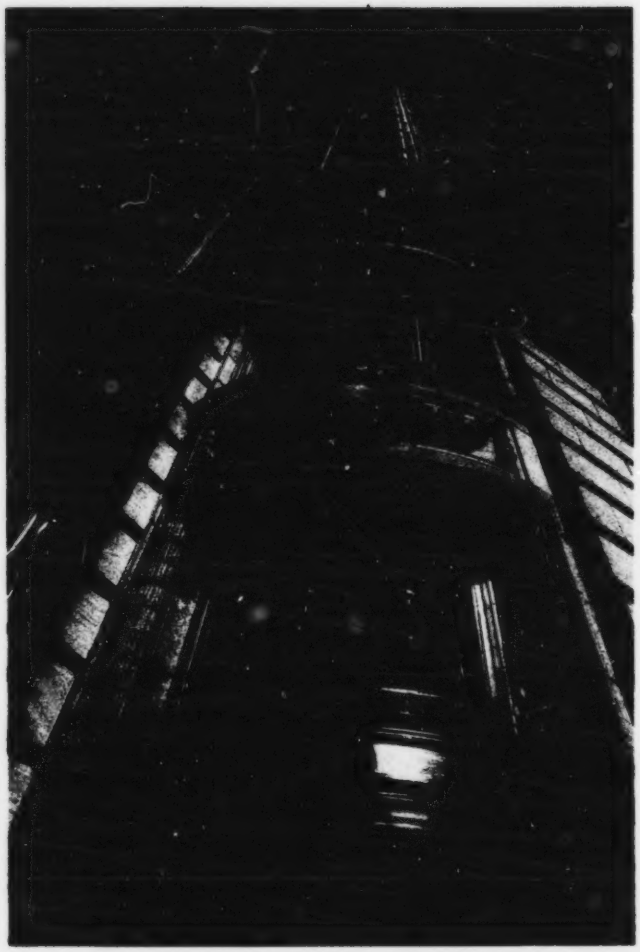
The Industrial Development component will focus on industries and sites in areas targetted for revitalization. The financial assistance offered will be incremental to that available under other federal and provincial programs, and may include industrial land assembly, site preparation, upgrading existing sites and buildings, and other activities inherent to an inner city location.

Specific industrial opportunities will be identified and promoted in co-operation with the Winnipeg Business Development Corporation, Manitoba Industry, Trade and Technology, and the Canada Department of Regional Industrial Expansion.

The Entrepreneurial Support component will provide resources to entrepreneurs and developing businesses in the Core Area through a two part program: a management assistance program to help entrepreneurs identify, develop and operate inner city small businesses; and financial assistance to facilitate small business access to private financial resources. The program will be targetted specifically to inner city residents. The prime beneficiaries are expected to be individuals who currently experience barriers to full participation in economic opportunities.

HIGHLIGHTS 1981 - 1986

- **Air Canada building complete; 'Window' park/plaza developed on Portage Avenue; Central Park Extension to North Portage Development underway**
- **Chinatown development project underway with underground parking structure and housing complete; streetscaping with Chinese garden and gate nearing completion; Cultural Centre under construction**
- **Selkirk Avenue streetscaping including 'Selkirk Square' complete; 31 storefront improvements underway**
- **Gas Station Theatre project complete — 232-seat theatre and 60 off-street parking stalls**
- **Revitalization on Main Street in progress through promotional activity, building renovation and 16 storefront improvements**



The program will work closely with, and draw on, complementary resources of existing organizations such as the Winnipeg Business Development Corporation, the Federal Business Development Bank (FBDB) Counselling Services and CASE program, Manitoba Business Development and Tourism, business assistance services of various kinds available from existing agencies, and financial services of banks, credit unions, FBDB, the Native Economic Development Fund (NEDF) and other financial institutions.

PROGRAM 2:
The Exchange District Redevelopment

The objective of this program is to increase the economic vitality of The Exchange District by encouraging entrepreneurs to invest in the rehabilitation of heritage buildings for commercial, cultural, and residential use.

Special emphasis will be placed on multi-purpose developments which expand the scope and scale of the city centre attractions. While the program will focus on heritage buildings in The Exchange District, other downtown buildings may be considered where unique circumstances apply.

Activities under this program may include: assistance to the private sector for building rehabilitation and utilization; assistance for performing and cultural facilities; assistance for parking facilities, streetscaping improvements, promotion and programming, and other related activities.

- **Redevelopment of Provencher Boulevard underway — streetscaping complete and storefront improvements to 15 businesses**
- **181 small businesses assisted to renovate, relocate or expand — $8.3 million in private investment stimulated**
- **Heritage Program providing assistance for rehabilitation to 26 building owners and 13 tenants — $12 million in private investment stimulated**
- **Construction underway on 'Artspace', a visual and literary arts centre in the Gault Building**
- **10 acres of riverbank in CN East Yards brought into public domain for park development**
- **Manufacturer secured for tenancy in Logan Industrial Park; 15 industrial enterprises assisted**

PROGRAM 3: East Yards Redevelopment

The goal of this program is to provide for the development of the Canadian National Railway East Yards as a multi-purpose area potentially involving public parks, mixed-use facilities, housing, and commercial activities, among others.

The program plan for this major redevelopment will be undertaken with the agreement of all parties with proprietary interest in the area. A public agency may be established to oversee the final planning, development and operations of this multi-purpose project.

The project will take into account present plans of the Canada-Manitoba Agreement on Recreation and Conservation (ARC). Additional resources may come from the Canada-Manitoba Tourism Development Agreement.

PROGRAM 4: Riverbank Enhancement

The purpose of this program is to provide the general public with open and extended access to the riverbanks in the Core Area.

Projects under this program may include purchase of property, site clearance and development, landscaping, public access and walks, programming, pedestrian facilities, and other related riverbank access activities.

The program will attempt to incorporate all existing, government-owned riverbank public lands and will be closely integrated with the East Yards Redevelopment Program.

PROGRAM 5: Strategic Capital Projects

This program will provide assistance to individual capital projects which contribute to the overall goals of the Agreement. Emphasis will be placed on those major development projects in strategic sites which have the capacity to generate substantial economic and other spinoff benefits.

Contributions to projects will depend upon the acceptance of a development plan satisfactory to the Policy Committee and should contribute to the economic, social and physical objectives of the Agreement. Projects which lever significant amounts of other funding, and which contribute to the enhancement of cultural and recreational opportunities in the Core Area, will be given priority.

Activities under this sector will enhance the vitality of Core Area neighbourhoods and provide community services which meet the unique needs of inner city residents. Emphasis on local planning and neighbourhood development will ensure that projects fit in with the priorities of neighbourhood residents. Activities will centre on the co-ordination of physical, economic and community development, housing and education services to high needs areas and populations.

PROGRAM 6: Neighbourhood and Community Development

The purpose of this program is to develop neighbourhood and community resources, services and facilities to meet the needs of inner city residents. The program is divided into two major components according to their areas of service.

A. Neighbourhood-Specific Programs Activities under this program will be concentrated in five neighbourhoods immediately north and south of the Canadian Pacific Railway Yards — Centennial, West Alexander, Dufferin, Lord Selkirk, and William Whyte. Additional inner city neighbourhoods with demonstrated needs may be designated by Policy Committee.

The program will stress development of: (1) a strong physical infrastructure, through the provision of capital resources to develop enhanced community centres, day-care and senior centres, community-use school additions, recreational amenities, parks, municipal services, etc.; and (2) community service resources, to assist residents in the co-ordinated development and maintenance of projects meeting local needs, such as community development services, direct services, education, employment and health services.

HIGHLIGHTS 1981 - 86

- 1,042 training positions created by Core Area Training and Employment Agency; more than 100 private sector employers participating
- 70 inner city residents in or completed training under social work program
- 56 inner city residents in or completed training under nursing program
- 59 educational projects complete or underway for inner city children and adults
- 3,600 homes repaired; an additional 1,200 applications approved

B. Community-at-large Programming Activities under this program will assist in the development of physical, social service and educational resources for high needs inner city residents. The program components are:

(1) Community Facilities: Capital funds will be made available for the development or enhancement of community-owned assets or facilities. Examples of potential projects include: regional recreation centres, cultural centres, equipment requirements, etc. Emphasis will be on developing an equity base within these organizations and using program funds to lever additional monies for multi-use facilities.

(2) Community Services: Programming resources will be provided to non-profit groups to assist in their participation in development opportunities arising from the Agreement. Emphasis will be on services that support inner city residents, such as: parent support projects, enhanced Native development, cross-cultural events, local economic development initiatives, etc.

- 460 units of non-profit or co-operative housing built or rehabilitated
- 18 homes purchased and more than 250 repaired for Native families through Kinew Non-profit Housing Corporation
- 393 incentive grants approved for purchase of inner city homes
- 131 community facilities and services projects complete or underway
- More than 75 community improvement projects complete or under development

(3) Education Support Services: This program will provide programming resources to schools and non-profit groups so that they may develop innovative education services geared to the specific needs of inner city residents. Emphasis will be placed on projects that: encourage children to stay in school, link the world of school to the world of work, and involve parents in both their own educational development and that of their children.

PROGRAM 7: Inner City Foundation

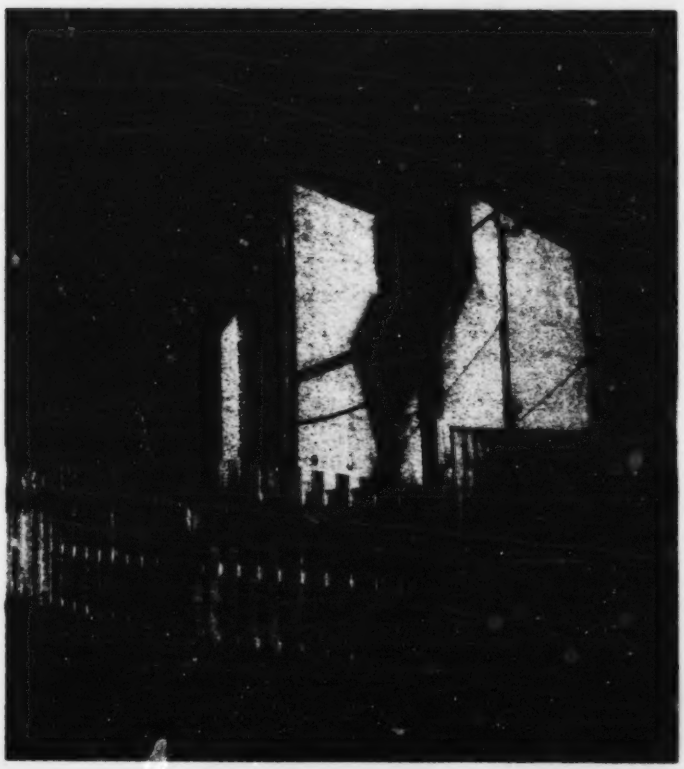
The Inner City Foundation will be established as a non-profit institution, receiving its initial funding from the Agreement to establish its organizational and prime capital asset base. Revenue from specified projects and activities under the Core Area Agreement may also be directed to the Foundation.

The Foundation will be empowered to receive donations, and allocate funds to projects that focus on the long-term and unique needs of residents of the Core Area.

PROGRAM 8: Housing

The objective of this program is to improve the quality, availability, and affordability of housing shelter for people living in the Core Area. While this program will be available to the Core Area at large, specific attention will be given to the housing needs of target neighbourhoods identified under the Neighbourhood and Community Revitalization Program.

The program will include home repair, home ownership incentives, and housing development stimulii. Home repair assistance may include: forgiveable loans to homeowners, landlord incentive grants, hardship grants for homeowners, special repairs, and programs to ensure co-ordinated inspection and enforcement of housing, upgrading, and maintenance by-laws. Home ownership incentives may include financial assistance towards either the purchase of new infill housing, or the purchase and renovation of existing dwellings. Housing development stimulii may include land assembly, equity/capital cost contributions, infill/subdivision infrastructure, and relocation assistance.

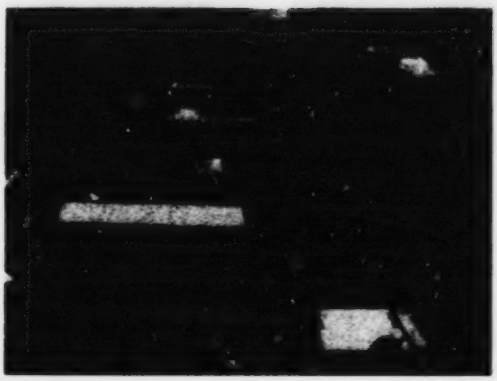


Close co-ordination will be established between the Manitoba Housing the Canada Mortgage and Housing Corporation, the City of Winnipeg and the Core Area Office to plan and target housing activities with other Core Area programs and other related housing programs.

PROGRAM 9: Training and Employment

The objective of this program is to increase the participation of targetted Core Area residents in training and employment opportunities. Targetted Core Area residents are those who are long-term unemployed, under-employed, and new entrants or re-entrants to the labour force. Typically they will be social assistance recipients, unemployment insurance claimants, and the working poor. Within this group, attention will be given to women, Natives, the disabled, and visible minorities.

The following type of services and activities will be developed: program management and co-ordination employment services including contract compliance, special placement, hiring preferences and affirmative action measures; training services including needs identification, training and employment co-ordination, professional and special training; employment support assistance such as child care, on-the-job training and job transition activities; labour market analysis and information systems; and other employment support activities.



The program will be implemented through annual plans developed by a Training and Employment Advisory Committee. Where appropriate, the Core Area Training and Employment Agency will have primary responsibility for the delivery of training activity to meet the unique needs of Core Area residents.

Canada Employment Centres will be used for job placement and employment services.

PROGRAM 10: Neighbourhood Main Streets and Small Business Support Services

The objective of this program is to encourage new investment from merchants in designated older commercial key site areas. In all cases, a level of private investment will be a prerequisite for assistance in property improvement.

Initially, local merchants will be assisted in organizing and developing a collective marketing approach to strengthen the local neighbourhood flavor with the aim of eventually establishing an independent, self-financing business improvement zone. Financial assistance may include organizational and planning expertise, storefront and business improvement, streetscaping, co-operative marketing and district promotion.

This program is an outgrowth and refinement of activities begun under the first Agreement, with limited funding to be made available to the Chinatown, Selkirk Avenue, Provencher Boulevard, Main Street and Osborne Street key site areas. Additional key sites under consideration include Sargent Avenue (Balmoral to Arlington), West Broadway (Osborne to Maryland), and Ellice Avenue (Spence to Arlington).

This program may also include direct financial support for the establishment or expansion of qualifying small businesses in designated Neighbourhood Main Streets.

MANAGEMENT AND CO-ORDINATION

This sector provides for measures to ensure the effective focussing and co-ordination of all Core Area Initiative programs, both within the Agreement itself and with external but complementary public and private sector resources.

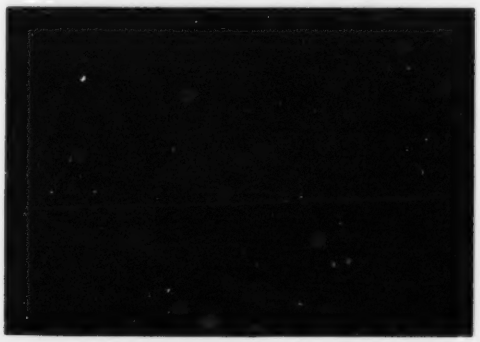
Close co-ordination is necessary to ensure there is mutual reinforcement between programs. Linkages with other internal and external resources will be identified and integrated with Initiative programs.

To achieve this, three essential and closely-related management functions are grouped under a central administrative structure.

PROGRAM 11: Central Administration

A Core Area Office, established for this purpose under the 1981-86 Agreement, will continue to provide a central, unifying focus for the Initiative as a whole. The office will act as a central secretariat, supporting the Management Board and Policy Committee in the strategic planning and overall administration of the Agreement. It will provide overall program co-ordination, monitoring and reporting on various activities.

This central focus, provided by the Core Area Office, maximizes the potential for leverage of external public and private resources, and enhances access to the three levels of government by the Core Area community and the private and non-profit sectors.



SECTOR III:

PROGRAM 12: Public Information and Programming

The purpose of this program is to inform and educate both Core Area residents and the general public about the strategy, objectives, programs and projects of the Agreement. The program will co-ordinate all communication and public outreach activities on behalf of the three participating governments, and will provide direction and support for the communication activities of individual programs and projects. It will also allow ongoing public consultation with Core Area residents, organizations and the general community.

A variety of communication techniques will be used to promote long-term understanding and support for urban development activities. In conjunction with downtown business associations, community groups and the tourism industry, the Public Information Program will support the development of downtown festivals, neighbourhood events and promotions.

PROGRAM 13: Evaluation

The objective of the Evaluation Program is to assess the effectiveness of the strategies, programs and projects in achieving the objectives of the Agreement. The evaluation will include an assessment of the overall impact of the Initiative on the Core Area of Winnipeg, as well as an analysis of the effectiveness of specific programs and projects.

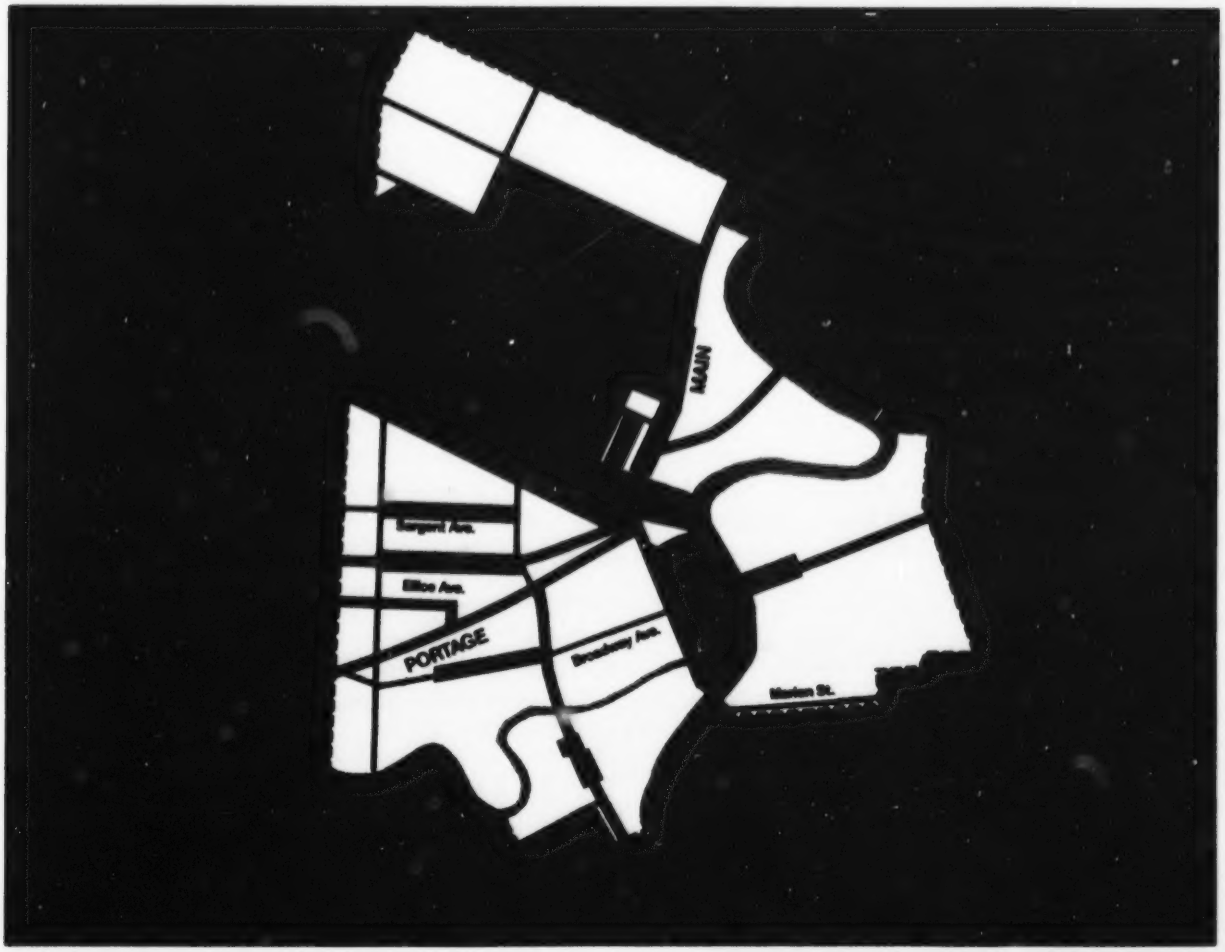
Evaluation strategies may include: baseline studies, progress monitoring, progress reporting, program and/or project reviews, program and/or project evaluations, overall Core impact evaluation, and other related studies.

Resource Allocations by Sector ($000,000)

SECTOR I:	**Entrepreneurial and Strategic Site Development**	
Program 1:	Industrial and Entrepreneurial Support	$ 4.0
Program 2:	The Exchange District Redevelopment	9.0
Program 3:	East Yards Redevelopment	20.0
Program 4:	Riverbank Enhancement	5.0
Program 5:	Strategic Capital Projects	13.0
	Subtotal	**$51.0**
SECTOR II:	**Neighbourhood and Community Revitalization**	
Program 6:	Neighbourhood and Community Development	$16.0
Program 7:	Inner City Foundation	1.0
Program 8:	Housing	10.5
Program 9:	Training and Employment	12.0
Program 10:	Neighbourhood Main Streets and Small Business Support Services	$ 5.0
	Subtotal	**$44.5**
SECTOR III:	**Management and Co-ordination**	
Program 11:	Central Administration	$ 2.8
Program 12:	Public Information and Programming	1.3
Program 13:	Evaluation	.4
	Subtotal	**$ 4.5**
	TOTAL	**$100.0**

Legend:

East Yards
Exchange District
Neighbourhood Improvement
Core Area Initiative Boundary
Neighbourhood Main Streets



WINNIPEG CORE AREA INITIATIVE

Complementary Programs

In addition to the programs and projects described, Canada and Manitoba will undertake the following complementary programs and projects:

CANADA

1. Employment Services - Canada Employment and Immigration Commission (CEIC)

To complement the Training and Employment Program, the Canada Employment and Immigration Commission will, through its network of Canada Employment Centres in Winnipeg, apply its full range of employment services in support of the Tripartite Agreement's provision for recruiting Core Area residents. These services will include: job placement services; employment counselling; diagnostic services; and a range of related employer services such as assistance in human resource planning.

In addition, CEIC will maintain, through its Outreach Program, a series of projects which will extend specialized services to designated target groups.

2. Housing - Canada Mortgage and Housing Corporation

To complement the Housing Program, the Canada Mortgage and Housing Corporation (CMHC) will provide the residential assistance programming and allocate social housing subsidy funding to the Province in accordance with existing agreements. Further, CMHC will continue to provide mortgage loan insurance.

3. Community Involvement - Secretary of State

To complement the Neighbourhood and Community Revitalization Program, the Department of the Secretary of State and the Minister of State for Multiculturalism will continue to provide technical and financial assistance to designated groups of Core Area citizens.

4. Cultural Involvement - Department of Communications

To complement The Exchange District Redevelopment Program, the Major Capital Projects Program and the East Yards Redevelopment Program, the Department of Communications (DOC) will provide financial and technical assitance to artisitic and cultural programs, and technological activities within the Core Area through its existing programs.

5. Industrial Development — Tourism, Department of Industrial Expansion

(1) To complement the Industrial Development Program, the Department of Regional Industrial Expansion (DRIE) will provide financial and technical assistance for industrial development. The program will assist manufacturing, processing and related enterprises to establish or expand within the Core Area.

(2) To complement the East Yards Redevelopment Program and The Exchange District Redevelopment Program, DRIE will provide financial and technical assistance under the Canada-Manitoba Tourism Development Agreement, to support promotion and capital project activites.

MANITOBA

1. Jobs Fund

Manitoba Jobs Fund investment will continue to be available to Core Area businesses and residents in line with the overall mandate of the Fund to stimulate both employment and long-term economic development.

2. Housing

Manitoba Housing will continue to direct appropriate housing programs to the inner city to support objectives of the Housing Program and the Neighbourhood and Community Revitalization Program.

3. Riverbank

Under Manitoba's new River Renewal Program, the Province will provide funding for activities that will support the objectives of the Riverbank Enhancement Program.

4. Tourism

Under the Canada-Manitoba Tourism Development Agreement, Manitoba Business Development and Tourism will provide financial assistance for promotion and capital project activities that will enhance the tourism industry in the inner city, with particular emphasis on those activities that fall under The Exchange District Redevelopment Program and the Riverbank Enhancement Program.

5. Provincial Facilities

Provincial and provincially-funded facilities will, where appropriate, be located in the Core Area so as to complement the objectives of this Agreement.

The minimum total expenditures provided by Canada and Manitoba complementary programming will be $32 million.